

Success factors & success stories

A promising business | Successful partners report

SCHUHFRIED's longstanding sales partners agree on the factors that make for success:

Knowledge of the products

- › Good knowledge of the applications of the products
- › Good knowledge of the sectors in which the products are used
- › Good knowledge of the software and hardware components of the products
- › Staying on the ball and keeping abreast of new developments

These points are important not only for sales negotiations and giving the right advice to customers, but also when training customers and responding to (urgent) problems.

Knowledge of the legal situation

- › Acquiring a basic knowledge of the applicable legislation (e.g. on determining fitness to drive)
- › Following changes to the law and new legislation
- › Knowing about standards and guidelines (e.g. DIN 33430, ISO 10667)

Visibility of the company and its products

- › Attending congresses, conferences, seminars, workshops
- › Publications in specialist magazines
- › Publishing advertisements
- › Presentations at universities and colleges

Customer demonstrations

- › Giving a "live" demonstration of the product before purchase – in your own showroom, at the customer's premises or online, in order to reassure customers that learning how to use the system is easy
- › Going through a specific case study – especially in connection with critical decision situations, major customers or high-volume orders (investment risk for the customer)

Shenzhen Hanix United, Inc., China

About Shenzhen Hanix United

- › Founded in 1997
- › Headquarter in Shenzhen, Branch in Beijing
- › Offices in Shanghai, Nanjing, Chengdu and Xi'an
- › Platform of international advanced equipment sold in China
- › One of the largest holter ECG recorder manufactories in China
- › Development of the most advanced and reliable Ambulatory ECG systems and analysis software
- › Professional in system integration in Clinics, Psychology, Sports and Human factor area

Shenzhen Hanix United & SCHUHFRIED

- › Partnership since 2005
- › Shenzhen Hanix United about the SCHUHFRIED team:
"We truly appreciate your support and your understanding regarding our urgent requests. Even while busy on their own the international sales team is always responding quickly, friendly and with helpful information."
- › Shenzhen Hanix United about the Vienna Test System:
„As an exclusive distributor for many famous international companies such as Cadwell, Brian Products and Hypoxico, our strong sales and engineering team is always looking for new professional products to resell. The Vienna Test System is a high sophisticated, well-respected software which adds perfectly to our portfolio of most advanced products.“

CPRD Consulting Services, South Africa

About CPRD Consulting Services

- › Founded in 1995
- › Well established professional company rendering consulting services to mostly mines, transporters and construction companies.
- › Provides also training and does research.

Projects & benefits

- › CPRD Consulting Services will match man, task and equipment through a process of psychomotor performance profiling using the Vienna Test System. Clients are typically able to reduce this risk and usually experience a significant drop in staff turnover and an increase in profit. By using their own resources, consultants, independent experts and associates, CPRD Consulting Services is able to offer a complete one-stop service.

CPRD Consulting Services & SCHUHFRIED

- › Partnership since 1999
- › CPRD Consulting Services about the SCHUHFRIED team:
"One thing that makes a difference is the fact that I feel part of the Schuhfried family. I know the people, I love the product and I believe in what we do."



Change Focus Group, Australia

About Change Focus

- › Founded in 1991
- › Change Focus designs change programs for individuals, groups and organizations.
- › Clients who work with Change Focus can trust in highly qualified psychologists and consultants who help companies to find the best solutions.
- › Change Focus' services include interventions and services for individuals, work units and organizations – each one customized to suit specific organizational needs, cultures and environments.

Projects & benefits

- › The Vienna Test System is the ideal product to complement Change Focus' service portfolio in a valuable way. Change Focus assesses individuals, teams and organizations for selection, trainability, and performance. The Vienna Test System is a key product strategy for the company in terms of sales and service.
- › Veedre Assessment and Development Center, which uses the Vienna Test System and CogniPlus for both pre and post-employment engagements, is an effective part of Change Focus.
- › Together, Change Focus and SCHUHFRIED established the brand name "SCHUHFRIED Australia", especially for the NEURO market.
- › Besides distributing the Vienna Test System SCHUHFRIED Australia is also very successful in selling CogniPlus and Biofeedback systems.

Change Focus & SCHUHFRIED

- › Partnership since 1997
- › Change Focus about the SCHUHFRIED team:
„The willingness to help out with anything we've ever needed is extraordinary. Even a sales member was sent over from Austria to Australia to support us six weeks. There is a high level of trust between us, which is key for building a great partnership. We're lucky to have such a dedicated partnership and hope for many more years of successful cooperation.“
- › Change Focus about the Vienna Test System:
„All the hours of hard work to get to know the Vienna Test System have really paid off on our sales. Our customers cherish the many options for customizing the product and we are proud to offer a lot of added value that leads to ideal solutions for our customers.“

PsyExpert, Germany

About PsyExpert

- › Founded 2009, evolved from the German branch of SCHUHFRIED
- › Official SCHUHFRIED partner for Germany, Luxembourg and Switzerland
- › A one-stop shop for all SCHUHFRIED products and associated services

Projects and benefits

- › Local service: customers in Germany benefit from advice, customer care, order handling and technical support provided quickly and directly from Germany
- › Customers value the dedication to service and customer care demonstrated by the experienced and committed team
- › Detailed knowledge of the impact of German legislation on issues that arise in traffic psychology, traffic medicine and medical psychology
- › Also available: seminars and training courses in Mannheim, online or in-house for customers anywhere in Germany, Luxembourg or Switzerland

PsyExpert & SCHUHFRIED

- › Partnership since 2009
- › PsyExpert on the Vienna Test System: "The Vienna Test System is an innovative and high-quality product that is the only one of its type on the market. It has set the standard for computerized psychological assessment. We are delighted to be selling this special product."
- › The Managing Director of PsyExpert about the SCHUHFRIED team: "As a longstanding employee of SCHUHFRIED, I was very pleased when the opportunity arose in 2009 to move from employee to partner. The cooperation between us has always been very friendly, reliable and fast. Whenever I contact staff at head office, I find a highly qualified team ready to support me."

